



FOR IMMEDIATE RELEASE

Cadient Group to Highlight New Digital Marketing Trends and Case Study at DTC National Conference

Cadient SVP Robert Holloway to co-present at the industry's largest event for Direct-to-Consumer marketing on April 6-8 in Boston, MA

King of Prussia, Pa., March 23, 2011 – [Cadient Group](#), a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry, has announced it will be sponsoring, speaking and exhibiting at the Annual [DTC National Conference](#), one of the largest and most highly regarded events for Direct-to-Consumer healthcare marketers. DTC National will be held on April 6-8, 2011 in at the Marriott Copley Place in Boston, MA.

“DTC National is the premier event for healthcare marketers, and we are thrilled to share our technology enabled solutions and contribute to this year’s conference as a speaker, co-presenter and exhibitor,” said [Stephen Wray](#), chief executive officer, Cadient Group.

[Robert Holloway](#), **Cadient Group** SVP of marketing and strategy will co-present a recent case study entitled “*A Customer-Driven Approach to Relationship Marketing*” on Thursday, April 7 at 1:45 pm. The session will highlight the firms’ findings on how brands can customize their interaction with customers to drive measurable brand value.

In addition to being a sponsor of the event, Cadient Group will also power the new on-site mobile polling system to gather live audience insights from the conference. For the first time, DTC National attendees will have the opportunity to weigh in on key issues directly from their mobile devices with an easy-to-use SMS text message system powered by Cadient. Results will be displayed live throughout the show at Cadient Group’s exhibit booth (#28).

“As a way to further facilitate interaction at the largest forum for DTC thought leaders, Cadient Group will be providing real-time mobile polling capture, analyze and display insights throughout the event,” said [Bob Ehrlich](#), CEO, DTC Perspectives, Inc.

Experts from Cadient Group will be at **booth #28** throughout the event to share even more digital marketing insights and offer demonstrations for their latest brand analytics solution, REVEAL. For more information, please visit www.cadient.com or call Michael Kelly, Vice President of Solutions Marketing & Business Development, at 610.862.5404.

About Cadient Group

[Cadient Group](#) is a leading provider of digital marketing services and technology-enabled solutions for the healthcare industry. Powered by our suite of agency services, consultation services and technological expertise, Cadient Group delivers sensible strategies that inspire possibilities. By leveraging emerging technologies to drive our own innovative solutions, we deliver impactful interactive customer experiences for healthcare professionals, consumers, caregivers and payers. Through strategic insights, audience activation and program optimization, we ensure that our clients’ business objectives are achieved. For more information about Cadient Group, visit www.cadient.com.



About DTC National

Brought to you by pharma, for pharma, the DTC National Conference is designed to provide DTC Marketers with an opportunity to learn from industry thought leaders and discuss the latest innovations in Direct-to-Consumer marketing. Over 3 days, attendees will benefit from case studies, new market research, media & marketing gurus and networking opportunities. The DTC National also includes the DTC National Advertising Awards and the Top 25 DTC Marketers of the Year Award. For more information, please visit www.DTCPerspectives.com.

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